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CHURCHILL DOWNS RELEASES OFFICIAL LOGO FOR KENTUCKY DERBY 148

LOUISVILLE, Ky. (Friday, June 25, 2021) – Churchill Downs Racetrack today unveiled the official Kentucky Derby 148 logo. Featuring the iconic Twin Spires, the logo honors the legendary setting of “The Most Exciting Two Minutes in Sports.” The 148th running of the Kentucky Derby presented by Woodford Reserve will take place on Saturday, May 7, 2022.

The logo was developed by **MogoSME**, a strategic branding agency that specializes in identity development and has designed the Kentucky Derby and Kentucky Oaks logos for the past 14 years. For the 2022 logo, MogoSME worked to design an event mark that showcases the magic of Derby day. The Derby 148 logo pays homage to the one of the most cherished landmarks in all of sport, with the silhouette of the Twin Spires taking center stage.

The logo will be used on a wide variety of official Kentucky Derby merchandise, including the famous collectible Derby glassware, apparel, jewelry and other collectibles and gift items. Official merchandise will be available online, at Churchill Downs Racetrack, the Louisville International Airport, the Kentucky Derby Museum Gift Shop and other retail outlets starting this summer.

About the Kentucky Derby

The \$3 million Kentucky Derby takes place on the first Saturday in May at historic Churchill Downs in Louisville, Kentucky. Inaugurated in 1875, the legendary 1 1/4-mile race for three-year-olds is the oldest continuously held major sporting event in North America and the first leg of horse racing's challenging Triple Crown series. Also known as the "The Run for the Roses," "The Most Exciting Two Minutes in Sports" and "America's Race," the Kentucky Derby is historically the most attended horserace in the nation, with approximately 160,000 attendees.

About MogoSME

MogoSME, a Learfield IMG College company, is an integrated digital marketing and brand development agency based in New York with over 30+ experience in building impactful, customized solutions for the world's leading sports and entertainment brands. MogoSME's client list also includes Major League Baseball Players Association, Minnesota Wild, US Youth Soccer, New York Racing Association, Atlanta Braves and San Francisco Ballet.

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